

The WMF brings the Innovation Fair to Rimini. 3 days of talks, debates, meetings, job interviews, digital and robotics news in the presence of leading industry players

From June 16 to 18, the city of Romagna becomes the world capital of innovation with the WMF realizing the Innovation Fair, -The largest Fair on Digital Innovation, which brings to Italy all the news - Italian and international - of the sector. In the Exhibition Area of the Rimini Fair thematic districts, events on digital professions, cinema, publishing, in the presence of industry agencies, realities of the e-commerce world, space economy, podcast. More than 200 exhibitors - including Intel, Aruba, Nexi, Rai, Ministry of Culture - and more than 100 events with an agenda full of networking moments, business matching, B2B meetings and where you can relate to international startups, investors, innovative companies. The robotics pavilion will feature Sophia, Spot and iCub.

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Innovation, building the future and a fieristic area where all the main realities of the sector will exhibit: digital agencies, companies, realities from the world of e-commerce, robotics, international startups, and focus on digital professions with matching supply and demand. This is the program of the **10th edition of the WMF - the largest Digital Innovation Festival on the Planet**. A unique event of its kind and all to be experienced that will come to life from June 16 to 18 at the **Rimini Fiera** with a calendar full of news and opportunities.

The WMF grows and evolves and, in addition to the typical format focused on **training** and vertical events related to sharing ideas for the creation of the future, it realizes a true **International Fair on Innovation** - Main Sponsor of the event Regione Emilia-Romagna - in which **more than 200 realities** will exhibit including Intel, Aruba, Huawei, Enel, Rai, ESA - European Space Agency, Ministry of Culture, Mediaset Infinity, Mailchimp, Storyblock, Nexi, ISIPM, Manzoni, SiteGround, OPLON, SAP, Sprinklr, Active Powered, EURid and Il Sole 24 Ore.

The **Innovation Fair** will be an opportunity for the entire Italian and international industry to meet, the protagonist of a highly anticipated 3 days full of multiple events - more than 100 scheduled - with **21 open stages in the Trade Fair Area, B2B, training** and business meetings on the world of **digital professions**. **There will also be** space for the world of **books**, publishing and journalism with book presentations, **cinema** with screenings, guests and award ceremonies, **entertainment** in the presence of guests of the caliber of **Mario Calabresi, Federico Faggin, Pif, Pupi Avati**, and numerous companies that will be available to participants who will experience the fieristic area.

A lot of space for the world of **robotics**, with the presence of the robot **Sophia**, the world's most advanced humanoid robot, **Spot**, the world's most versatile quadruped robot, and **iCub**, the humanoid robot supporting research, as well as Robidone, Teotronico, the pianist robot, and Roboldo. Space will also be given to the theme of **women's empowerment** thanks to the contribution of women working in technology and actively contributing to its innovation. And on the Open Stages in-depth looks at topics such as *Space Economy, Podcasts, Metaverse, NFT, Sustainability, and Legal Tech*, for an up-to-date

representation of all the future *trends* in expanding sectors.

After being recognized as a **European point of reference for the startup world**, an entire pavilion in the WMF Exhibition area will be dedicated to Italian and international startups and scaleups, who will meet with entrepreneurs and international delegations from Saudi Arabia, Serbia, Croatia, the Czech Republic, Poland, Malta and Spain for numerous *business & networking* moments and B2B meetings with corporates and investors.

Visitors to the Innovation Fair will be able to get a close-up look at the best startups and scaleups on the international scene, which will be featured on **Startup Stage**, **Future Stage** and in the **Startup District**, the dedicated thematic exhibition district.

Rimini Fiera - at WMF - will also host the new edition of the [Digital Job Fair](#), the set of events and initiatives dedicated to the **job market and digital professions**, its professionals and the skills it requires. Within it - in addition to **Digital Job Placement**, a *recruiting* service for the digital job market - there will be job interviews, training on the *skills that are* fundamental for today's job market, reflections on the evolutions of *smart working* and proposals and useful contributions to the definition of a regulatory framework for **Digital Creators**, following the hearing of Search On Media Group, the WMF organizing company, at the Chamber of Deputies on the subject.

The WMF2022 will also be attended by a large presence of **institutional** referents - among others, **Undersecretary for Health Andrea Costa** and **Undersecretaries for Foreign Affairs Benedetto Della Vedova and Manlio Di Stefano** - who will address, in special panels and moments of sharing, topics regarding the country's future challenges for building a more equitable and sustainable future: from the PNRR's *missions* to innovative entrepreneurship, Italian cultural heritage, through the digitization of the Public Administration and the regulation of digital profession.

"Never more than this year, on the occasion of the 10th WMF, we believe in the importance of cooperation in achieving shared, equitable and supportive goals. Our vision remains the one we identified over 15 years ago: building a better future starting with education and training with respect to the conscious use of the tools of technological and digital innovation," said Cosmano Lombardo, CEO of Search On and creator of the WMF. *"We believe it is fundamental to gather in a virtuous and sustainable network all the realities of the world of innovation. We sense great desire to mobilize, together, to create something unique for everyone's future and we are here for that."*

There will also be moments of shows, entertainment and live musical performances throughout the five pavilions, for a 3-day event that will also move to the rhythm of music and artistic performances.

To enable participants to better organize their participation in the WMF, different types of tickets are available: in addition to the **Full ticket**, which also allows them to take part in the training, there is the **Fair ticket**, with access to the Innovation Fair, job interviews, 21 open internships and the startup district, and the **Visitor ticket**, which, in addition to the field part, also allows them to attend all Mainstage events. To enhance *networking* also, the dedicated ibrida.io platform has been optimized, with which it will be possible for all participants and companies to fix meetings and contact people.

Useful Links

- [Digital Job Fair](#)
- [Robotics](#)
- [World startup fest](#)

WMF - The Largest Festival on Innovation

On June 16, 17 and 18, the International Trade Fair dedicated to the world of innovation returns: the WMF2022, scheduled to take place at the Rimini fiera, will once again bring together professionals, industry players, startups, universities, NPOs and institutions for a three-day event entirely dedicated to digital and social innovation. With more than 24,000 attendees in 2021, 100 events over 3 days, more than 600 speakers from around the world, and more than 500 exhibitors and sponsors in an Exhibition Area that also welcomed Ministries, Regions, Municipalities, Public Entities, and more than 700 startups and investors: the WMF - conceived and produced by Search On Media Group - is the largest Festival on Digital and Social Innovation.

Search On Media Group

Since 2004, the company has aimed to spread digital culture by managing communities, supporting sharing activities, and performing strategic and operational consulting, with the Search On Consulting department, in the field of Digital Marketing and Digital Transformation for large companies. From the experience and professionalism of Search On Media Group comes the Education Business Unit - which organizes WMF and other training events - and the hybrid.io platform - which manages online, hybrid and offline events in a customizable and flexible way.

For information and materials

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